

From Fortune 500 to mom and pop, retailers choose Blue Eye live monitoring to protect their customers, employees and inventory

Retailers across the country are reporting increases in crime. In 2022, approximately \$72 billion in retail inventory shrinkage across the United States was attributable to theft by either employee or customer.¹

Theft and violence in retail has become so prevalent in recent years that The Washington Post wrote a 2023 feature article posing the question, "is there a shoplifting crisis [in America]?"² While unfortunate, this increase in crime must be addressed for retailers to remain financially viable and able to operate safely.

Blue Eye live monitoring is a highly effective crime deterrence solution all retailers should consider as a means to quell crime, ensure employee safety and keep customers coming back.



Monitoring

Providing a customized monitoring solution, Blue Eye's intelligent platform is designed to perpetually learn and adapt to changing security conditions.

Detection

Blue Eye continuously analyzes data from multiple sources, such as surveillance cameras and sensors, to identify potential threats before they occur.

Analysis

Once a potential threat is detected, Blue Eye's team of security experts intervene and engage based on the pre-configured protocols.

Response

In the event of a security breach, a custom response plan is deployed, including high decibel speakers, onsite security teams or dispatch to police.

Enough about the problem. What's the solution?

Blue Eye's proprietary platform utilizes AI to observe abnormalities in store video feeds. Abnormalities include suspicious activity such as loitering or attempted theft.

Once an active threat is determined, one of our video surveillance technicians will address the subject(s) directly via speakers on-site with a message tailored to the individual(s) in question, such as "Hey you, in the white hoodie, you are being recorded. Drop what you are holding and leave the premises immediately or authorities will be dispatched!"

99 percent of the time the subject(s) flee and crime is averted. If unphased by the message, our technician will engage dispatch and manage the situation until fully resolved.

Some other important things to note:

- Our software is compatible with the majority of industry leading camera systems. No rip and replace of your existing cameras means lower upfront costs for you
- We achieve superior results by combining the best of artificial intelligence with highly trained human judgment
- We work with you to develop security protocols tailored to the unique nuances of your facility
- We're transparent partners who are accountable to results. Our reporting and dashboards provide customers with detailed data on site-level activity

Don't let your store to become one of these headlines:

- "... store in D.C. forced to close after being targeted by FORTY-FIVE teenage thieves every day - leaving shelves totally empty" [\(Source\)](#)
- "Essential retailer closing dozens more stores in bankruptcy" [\(Source\)](#)
- "3 arrested in Bay Area retail theft ring that stole \$650K in merchandise" [\(Source\)](#)

Leading Provider of Security-as-a-Service to Retailers Nationwide

Blue Eye has unparalleled domain expertise in the retail industry. We've built up this knowledge base through years of on-the-job experience. We don't care if you're 1,000 locations or 1 location. We care about the safety of your store and the community it serves.

Interested in learning more?

Contact us at sales@goblueeye.com today to set up a technology demo!



AIPX Hardware

Blue Eye's intelligent platform runs locally on thin-client hardware. This allows native integration with onsite systems, ensuring our detection and recognition models to execute quickly. AIPX supports both analog and digital systems.



Comprehensive Reporting

Blue Eye's rich reporting capabilities aggregate dozens of data points, providing your teams with comprehensive reports including incident, BOLOs, and site summaries.

¹ "Table 7." FBI, FBI, 29 Aug. 2019, ucr.fbi.gov/crime-in-the-u.s/2019/crime-in-the-u.s.-2019/topic-pages/tables/table-7

² Single-Family vs Multifamily Homes U.S., Statista, www.statista.com/statistics/1042111/single-family-vs-multifamily-homes-usa/